# cmp International Standards

events industry council

cmp certified meeting professional

# About the Events Industry Council

The Events Industry Council's global federation includes 33 Association Members representing 103,500 individuals and 19,500 entities, and more than 30 Corporate Members with global operations and event teams in countries around the world.

Serving more than 13,000 Certified Meeting Professionals, EIC is the global champion for business event professionals and events industry excellence.

Our industry touches more than 1.6 billion people around the world each year and spurs more than $1.2 trillion USD in direct spending per year, according to EIC's Economic Significance of Business Events Study and ongoing industry research.

## About the Certified Meeting Professional

The Events Industry Council launched the Certified Meeting Professional (CMP) programme in 1985 to enhance the knowledge and performance of meeting professionals, promote the status and credibility of the meeting profession, and advance uniform standards of practice.

Today, the CMP credential is recognised globally as the badge of excellence in the meeting, incentives, convention, exhibition (MICE), and events industry. The qualifications for certification are based on professional experience, education, and a rigorous exam.

The CMP exam was developed and is maintained by meeting professionals from all over the world who volunteer their time to ensure that the programme reflects current best practices in the meeting management field.

More than 13,000 meeting professionals in 55 countries hold the CMP designation. This unique community represents professionals in every sector of the industry, from corporations and associations to government agencies, hotels, destination marketing organisations and conventions centres, and meeting service providers.

*The CMP programme increases the expertise and sophistication of meeting and event professionals in all sectors of the industry by:*

- Developing and maintaining a comprehensive body of knowledge needed to be a successful meeting professional
- Promoting industry standards, practices, and ethics
- Advancing the art and science of meeting management
- Increasing the value of Certified Meeting Professionals to their employers
- Maximising the value received from the products and services provided by Certified Meeting Professionals

## About the CMP International Standards Updates

The CMP International Standards (CMP-IS) are the body of knowledge that form the foundation of the Certified Meeting Professional programme and exam. The Standards define and categorise the skills, competencies and abilities an individual needs to be successful.

The update is the culmination of a multi-year competency profile project involving more than 1,000 CMP and CMP Fellow volunteer SMEs who have provided insights and support to revise the CMP International Standards, which are the foundation for the CMP exam.

The project included a special task force, a global survey of business event professionals, regionally diverse focus groups, bias and validity testing, and countless hours of analysis.

| DOMAIN | LAST CMP-IS | 2025 UPDATED CMP-IS |
|---|---|---|
| Strategic Planning | 10% | 9% |
| Project Management | 6% | 6% |
| Sustainability and Social Impact | - | 5% |
| Risk Management | 5% | 7% |
| Financial Management | 11% | 7% |
| Talent Management | 4% | 5% |
| Stakeholder Management | 4% | 7% |
| Event Design | 34% | 25% |
| Site Management | 14% | 10% |
| Marketing and Communications | 12% | 9% |
| Technology Integration | - | 5% |
| Evaluation Process | - | 5% |

# Terms found in the CMP International Standards

*The following are the terms used in the CMP International Standards (CMP-IS).*
The CMP exam contains questions covering a variety of functions a meeting professional must perform based on this document.

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## BODY OF KNOWLEDGE
A body of knowledge defines and categorizes the skills, competencies and abilities required by an individual to be successful in a profession. The CMP-IS is the body of knowledge an individual needs to earn and maintain their CMP certification.

## TEST SPECIFICATION
A test specification presents an outline for the makeup of examinations that test on a body of knowledge.

## DOMAIN
Each domain represents a base area of knowledge.

## SKILL
The defined task under the knowledge-based domain.

## SUB SKILL
Specific functions needed to perform the skill.

## KNOWLEDGE OF
Minimum level of comprehension and understanding of the sub skill.

## SKILL IN
Lists specific details and understanding needed to master the sub skill.

EIC recognises both person-first (person with a disability) and identity-first (disabled person) language and supports each individual, advocacy group, and region in using their preferred disability-affirming language.

# The 2025 CMP International Standards are comprised of:

**12** DOMAINS
**29** SKILLS
**123** SUB SKILLS

## EIC CMP Test Specifications

### Domain A: Strategic Planning (9%) • 14 items

#### Discovery Phase

| | |
|---|---|
| **Skill 1.1.** | Identify organisation's mission, vision, culture/values, and purpose. |
| **Skill 1.2.** | Conduct needs assessment to determine purpose and feasibility of event. |
| **Skill 1.3.** | Determine the value proposition of the event (i.e., How does the event align with the organisational strategy and needs of the target audience?). |
| **Skill 1.4.** | Identify metrics and key performance indicators (KPIs) for evaluating the event's performance (e.g., engagement, financial, sustainability). |

#### Event Plan

| | |
|---|---|
| **Skill 2.1.** | Develop event goals and objectives to align with entire organisational strategy and industry needs (i.e.,What does the event want to accomplish?). |
| **Skill 2.2.** | Interpret a financial analysis as it relates to an event (e.g., where and how organisation is spending event funds). |
| **Skill 2.3.** | Determine event metrics (e.g., quantitative assessment measures) and identify data collection methods and reporting. |
| **Skill 2.4** | Define an event's target audience (e.g., profile and psychographics of participants, partners, sponsors, suppliers/vendors) and their unique needs. |
| **Skill 2.5.** | Outline a sustainability and social impact plan aligned with the sustainable development goals. |
| **Skill 2.6.** | Determine marketing and communication strategies (e.g., with stakeholders and between teams. |

## Domain B: Project Management (6%) • 9 items

**Skill 3.1.** Outline phases of the event project plan (i.e., initiation, planning, execution, monitoring/controlling, closure (including evaluation and reporting)).

**Skill 3.2.** Determine full scope of work for project (i.e., all required deliverables per event objectives) and related roles and responsibilities for team members.

**Skill 3.3.** Determine project organisational elements (e.g., budgeting, financing, procurement plan, policies and procedures, sponsorship, talent management).

## Domain C: Sustainability and Social Impact Plan (5%) • 7 items

### Sustainability and Social Impact Event Policy, Planning, and Reporting

**Skill 4.1.** Apply a sustainability and social impact policy, plan, and procurement process aligned with the UN Sustainable Development Goals, sustainability standards for meetings and events, and the specific organisation.

**Skill 4.2.** Coordinate event sustainability objectives, social impact objectives, and key performance indicators (KPIs) in alignment with the plan.

**Skill 4.3.** Report event sustainability and social impact performance in alignment with the plan.

### Social Impact Management

**Skill 5.1.** Coordinate the implementation of any social impact initiatives as directed by the organisation's policies (e.g. accessibility, code of conduct/ethics, diversity, equity, and inclusion (DEI).

**Skill 5.2.** Utilise universal design practices to improve the event experience for people with disabilities/ disabled people.

**Skill 5.3.** Recommend practices to leave a positive legacy from the event (e.g., community outreach, corporate social responsibility (CSR) activities).

### Environmental Responsibility Management

**Skill 6.1.** Utilise practices to measure, reduce, manage, and mitigate an event's carbon footprint.

**Skill 6.2.** Implement existing environmentally responsible and regenerative practices (e.g., materials management, energy efficiency, waste minimisation).

**Skill 6.3.** Implement initiatives to engage key stakeholders (e.g., exhibitors, participants, suppliers/vendors) in the sustainability plan.

## Domain D: Risk Management Plan (7%) • 10 items

### Risk Management Plan

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|---|---|
| **Skill 7.1.** | Identify event's specific types of risk (e.g., code of conduct violations, data privacy/security, environmental risks, health and safety, intangibles, organisational, people, property, social justice). |
| **Skill 7.2.** | Analyse event's risks to prioritise response (e.g., avoid, mitigate, transfer, accept). |
| **Skill 7.3.** | Facilitate development of the risk management and mitigation plan (e.g., contingency plans, duty of care, insurance). |
| **Skill 7.4.** | Disseminate the event's risk management plan. |
| **Skill 7.5.** | Facilitate development of an emergency response plan. |
| **Skill 7.6.** | Coordinate emergency response communications (i.e., pre-, during, and post-emergency). |

## Domain E: Financial Management (7%) • 11 items

### Event Budget Design

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|---|---|
| **Skill 8.1.** | Align event's financial objectives with event goals. |
| **Skill 8.2.** | Develop budget using accepted accounting principles in alignment with the financial parameters of the event. |
| **Skill 8.3.** | Revise any pre-existing budget using established audit procedures to identify potential adjustments. |
| **Skill 8.4.** | Identify event funding sources and expenditures. |

### Event Budget Execution

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|---|---|
| **Skill 9.1.** | Develop budgeting processes for funding resource management to fulfill financial goals. |
| **Skill 9.2.** | Establish pricing (e.g., attendance, exhibits, sponsorships) based on market analysis to meet financial targets and goals. |
| **Skill 9.3.** | Oversee monetary transactions procedures to comply with event, organisation, and regulatory financial guidelines (e.g., domestic vs international, payment types, exchange rates). |
| **Skill 9.4.** | Manage event funding sources and expenditures. |
| **Skill 9.5.** | Interpret event's financial statements. |
| **Skill 9.6.** | Monitor expenses and revenue to meet event's approved budget. |
| **Skill 9.7.** | Coordinate final financial reconciliation for the event. |

## Domain F: Talent Management (5%) • 8 items

**Skill 10.1.** Identify event talent needs and define roles (e.g., leadership, speakers and entertainment, staff/team members, stakeholders, volunteers).

**Skill 10.2.** Coordinate inclusive event talent recruitment (e.g., people with disabilities/disabled people, diverse backgrounds, multi-generational).

**Skill 10.3.** Provide orientation, scheduling, strategic communication, and training for event talent and temporary staff.

## Domain G: Stakeholder Management (7%) • 10 items

### Supplier/Vendor Management

**Skill 11.1.** Perform supplier/vendor needs analysis to align expectations with goals and objectives.

**Skill 11.2.** Communicate event's goals and objectives to manage supplier/vendor relationships.

**Skill 11.3.** Identify the key considerations of event's contracts (e.g., cancelation, dispute resolution, force majeure, legalities, local and international regulations).

**Skill 11.4.** Coordinate purchasing and/or supply chain strategy for the acquisition of goods and services in compliance with required regulations.

**Skill 11.5.** Manage supplier/vendor contracts to ensure event's success.

### Sponsor and Strategic Partner Management

**Skill 12.1.** Determine strategic partnership and sponsorship opportunities.

**Skill 12.2.** Develop strategic partnerships and sponsorships to meet industry and event's goals.

**Skill 12.3.** Manage deliverables, activation, and fulfillment reporting plan.

## Domain H: Event Design (25%) • 38 items

### Event Development

**Skill 13.1.** Develop organising principles for the event (e.g., goals, messaging, phases, protocols, themes) based on behavioural sciences (e.g., cognitive design, inclusivity).

**Skill 13.2.** Identify a variety of data and resources to design a diverse and inclusive event in alignment with the event's objectives (e.g., accessibility, food and beverage, speakers, neurodiversity, sensitivities, suppliers/vendors, venues).

**Skill 13.3.** Design event components (e.g., committee-based opportunities, education hours, industry and social impact, sustainability, well-being).

**Skill 13.4.** Design programme content (e.g., abstracts, education, entertainers, scheduling, speakers).

**Skill 13.5.** Design delivery methods (e.g., hybrid, in-person, online/virtual).

**Skill 13.6.** Ensure a diverse range of collaborators (e.g., local community resources, suppliers/vendors).

## Experience Design

| | |
|---|---|
| **Skill 14.1.** | Select design elements based on event's requirements. |
| **Skill 14.2.** | Determine room layout for event's space(s) (e.g., education, exhibits, networking, operational). |
| **Skill 14.3.** | Manage sensory elements for event's space(s) (e.g., climate, décor, gastronomy, lighting, sound). |
| **Skill 14.4.** | Design attendee interaction opportunities (e.g., event apps, food services, networking, peer-to-peer connections). |
| **Skill 14.5.** | Develop event's comprehensive signage. |

## Speakers, Performers, and Dignitaries

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|---|---|
| **Skill 15.1.** | Identify speakers, performers, and dignitaries using selection criteria to achieve event's goals and objectives (e.g., people with disabilities/disabled people, diverse backgrounds, multi-generational). |
| **Skill 15.2.** | Determine requirements and protocols for speakers, performers, and dignitaries in alignment with event's goals and objectives. |
| **Skill 15.3.** | Communicate expectations to speakers, performers, and dignitaries aligned with event's goals and objectives and organisational culture/values. |
| **Skill 15.4.** | Manage logistics and communication for speakers, performers, and dignitaries. |

## Food and Beverage (F&B) Services

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|---|---|
| **Skill 16.1.** | Identify needs and establish guidelines for F&B services (e.g., dietary requirements, ingredient labelling, sustainability). |
| **Skill 16.2.** | Select F&B service provider(s) and menu(s) according to event's design, budget, and participant needs (e.g., local/cultural, dietary, faith-based/religious). |
| **Skill 16.3.** | Incorporate sustainability practices into F&B decision making (e.g., procurement process, reducing food waste). |
| **Skill 16.4.** | Comply with relevant rules and regulations to manage alcohol service to comply with legal, organisational, and event policies. |

## Audiovisual (AV) and Technical Production

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|---|---|
| **Skill 17.1.** | Identify AV and technical production needs for in-person, hybrid, and digital/virtual events per budget. |
| **Skill 17.2.** | Identify staging and technical equipment requirements (e.g., bandwidth, breakouts, general sessions). |
| **Skill 17.3.** | Oversee technical production and operation aligned with content delivery. |

## Attendee Logistics

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|---|---|
| **Skill 18.1.** | Oversee registration and housing system. |
| **Skill 18.2.** | Coordinate travel, customs, and immigration compliance. |
| **Skill 18.3.** | Develop a plan for effective delegate and crowd management (e.g., badging, credentials, QR codes). |
| **Skill 18.4.** | Coordinate accessibility requirements and experience. |
| **Skill 18.5.** | Coordinate lodging requirements and options (e.g., reservations, room block management). |
| **Skill 18.6.** | Coordinate transportation options (e.g., air, ground) in accordance with applicable guidelines and sustainable event practices. |
| **Skill 18.7.** | Coordinate safety and security implementation (e.g., crisis communications plan, cultural awareness, data privacy/security, emergency response plan, physical security). |
| **Skill 18.8.** | Communicate the components of the logistics plan to relevant stakeholders. |

## Exhibitions

| | |
|---|---|
| **Skill 19.1.** | Identify factors necessary to develop exhibition floor plan (e.g., safety and security, space allocation). |
| **Skill 19.2.** | Manage sales and experiential components. |
| **Skill 19.3.** | Monitor exhibition sales process and partner/sponsor activities. |
| **Skill 19.4.** | Communicate exhibitor guidelines (e.g., customs, international compliance, material handling). |
| **Skill 19.5.** | Develop plan to encourage attendee engagement, return on investment (ROI), and experience. |
| **Skill 19.6.** | Develop and encourage a plan for incorporating sustainable event practices (e.g., including sustainability practices in exhibitor services kit). |

## Domain I: Site Management (10%) • 15 items

### Event Site Selection

| | |
|---|---|
| **Skill 20.1.** | Determine site (i.e., destination/location and venue(s)) selection criteria (e.g., accessibility needs, budget, competing event dates, compliance, concessions, destination demand, rates, space)  in order to meet the event design needs. |
| **Skill 20.2.** | Manage the request for proposal (RFP) process (e.g., formulate, distribute, communicate timeline and expectations). |
| **Skill 20.3.** | Evaluate sites according to selection criteria. |
| **Skill 20.4.** | Evaluate the impact of subventions/grants/incentives on site selection. |
| **Skill 20.5.** | Develop site recommendation based on analysis and inspection. |
| **Skill 20.6.** | Manage contract negotiation process. |

## Event Site Layout

| | |
|---|---|
| **Skill 21.1.** | Formulate best use of allotted spaces per event needs. |
| **Skill 21.2.** | Coordinate development of site maps and floorplans according to event design and requirements. |

## Event Site Management

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|---|---|
| **Skill 22.1.** | Implement logistics plan for site setup, operation, and takedown. |
| **Skill 22.2.** | Implement on-site team communication plan (e.g., event team, suppliers/vendors, unions, venue) and secure required equipment and resources. |
| **Skill 22.3.** | Monitor and adapt site plan based on real-time event needs (e.g., AV & technical production, communication, event space(s), F&B). |

## Domain J: Marketing and Communication (9%) • 13 items

### Marketing Plan

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|---|---|
| **Skill 23.1.** | Analyse historic key performance indicators (KPIs) (e.g., assessments, attendance, past events, profit). |
| **Skill 23.2.** | Define current KPIs to develop the marketing plan. |
| **Skill 23.3.** | Identify target market segments (e.g., participants, partners, sponsors, suppliers/vendors) to determine key features, products, and services. |
| **Skill 23.4.** | Coordinate marketing plan components (e.g., channels, segments, strategies, timeline). |
| **Skill 23.5.** | Identify messaging strategies (e.g., destination, features, products, targets, tone) as related to specific goals and objectives. |
| **Skill 23.6.** | Monitor and adapt marketing plan and reporting tools as needed to achieve event's goals and objectives. |

### Marketing Materials

| | |
|---|---|
| **Skill 24.1.** | Determine marketing assets and channels that meet target audience(s) needs. |
| **Skill 24.2.** | Coordinate asset design specifications based on event's branding. |
| **Skill 24.3.** | Coordinate production and distribution of marketing assets to the target audience in alignment with the marketing plan. |
| **Skill 24.4.** | Review assets and design specifications based on the marketing plan to maximise impact. |

### Event Promotion

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|---|---|
| **Skill 25.1.** | Coordinate development of event narrative to create awareness and expand market reach aligned with the marketing plan (e.g., exhibits, fundraising, social events, workshops). |
| **Skill 25.2.** | Coordinate social media and engagement strategy (e.g., gamification, mobile apps, testimonials, videos). |

## Public Relations

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|---|---|
| **Skill 26.1.** | Monitor media and public relations to align with the marketing plan (e.g., community opportunities, crisis management, local government relations, press conferences and releases). |

## On-Site Communications

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|---|---|
| **Skill 27.1.** | Define internal and external on-site communications plan (e.g., apps/website, maps, print material, "run of show", scripts, signage, wi-fi). |
| **Skill 27.2.** | Determine and secure required communication equipment and resources (e.g., hearing devices and captioning, translation services, two-way radios and/or smart phones). |
| **Skill 27.3.** | Specify communication procedures and protocols for each audience based on the event requirements and accessibility needs. |
| **Skill 27.4.** | Implement on-site communication protocols with venue, hotel, and team (e.g. pre-conference (pre-con) and post-conference (post-con) meetings). |

## Domain K: Technology Integration (5%) • 8 items

| | |
|---|---|
| **Skill 28.1.** | Determine event's needs for technology, virtual spaces, and website in support of event goals and experience design. |
| **Skill 28.2.** | Assess implementation of emerging and evolving technologies (e.g., AI enabled solutions, geolocation, Virtual Reality (VR). |
| **Skill 28.3.** | Assess integration of technologies for accessibility and sustainability practices. |
| **Skill 28.4.** | Integrate technology systems and strategies. |

## Domain L: Evaluation Process (5%) • 7 items

| | |
|---|---|
| **Skill 29.1.** | Measure outcomes and financial performance according to predefined event goals and objectives (e.g., attendance, economic impact, emergency preparedness KPIs, legacy, return on investment (ROI), sustainability). |
| **Skill 29.2.** | Coordinate post-event surveys distribution and collection process for all participants (e.g., attendees, entertainers, exhibitors, speakers, sponsors, suppliers/vendors). |
| **Skill 29.3.** | Interpret participant survey data to measure the critical success factors against the goals and objectives. |
| **Skill 29.4.** | Conduct post-event debrief with team members, stakeholders, and suppliers/vendors against predefined goals and objectives. |
| **Skill 29.5.** | Develop and disseminate customised reporting to relevant stakeholders for future planning and auditing purposes (e.g., attendance, process improvement, financial performance). |

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